



**3RD EAST AFRICAN
REGIONAL
TOURISM EXPO**



EXHIBITOR MANUAL



20-22
November 2023



The Kenyatta International
Convention Centre

Nairobi

For more info visit:

<https://mkte.co.ke/>

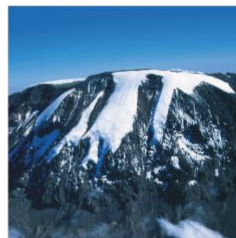


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SECTION A – INTRODUCTION/EVENT OVERVIEW

Welcome to the 2023 EARTE & MKTE Expo! We are delighted to have you as a part of this exciting event that celebrates the world of travel and tourism. This manual has been designed to provide you with all the essential information you need to make the most of your participation.

The East Africa Regional Tourism Expo (EARTE), is an annual regional travel fair showcasing the region's diverse tourism offering to consumers, and trade, hosted by the East African Community partner states on a rotational basis. The inaugural Regional Tourism Expo was hosted by the United Republic of Tanzania (URT) in October 2021 in Arusha, while the second edition was hosted by the Republic of Burundi in September 2022 in Bujumbura.

Magical Kenya Travel Expo (MKTE) is a Pan African trade fair organized and hosted by Kenya Tourism Board annually. The 13-year-old event is highly structured for business, bringing in 160 carefully selected and vetted agents (buyers) from Kenya's key source markets, taking them on 3–5-day familiarization trips to sample the product before a 3 days B2B forum with over 250 exhibitors (suppliers) and over 700 trade visitors. The 3-day B2B forum is based on prescheduled appointments with a smart matchmaking tool and guaranteed meetings.

As Kenya hosts the third edition of EARTE, the two events EARTE & MKTE have been combined into one event, creating more value and enhancing the level of engagement at the show for all the participants.

This year's East Africa Regional Tourism Expo and Magical Kenya Travel Expo will be held from 20th to 22nd November 2023 at the Kenyatta International Convention Centre (KICC) in Nairobi, Kenya

The primary objective of the Expo is to bring together tourism industry professionals, travel enthusiasts, and stakeholders to promote and explore opportunities in the global tourism sector. The expo audience includes exhibitors, visitors, speakers, and partners from various sectors of the tourism industry, including travel agencies, hotels, airlines, tourism boards and more

This year's Expo theme is "Tourism for Green Growth".

Your presence as an Exhibitor serves to ensure the continued development and growth of tourism in our region. We appreciate your participation in the Expo and look forward to hosting and partnering with you during this year's regional show.

THE BENEFITS:

DO BUSINESS:

East Africa Regional Tourism Expo and Magical Kenya Travel Expo has a long-standing reputation for bringing the entire leisure tourism industry together in a warm and engaging fashion, while still maintain the value of business connections. The show attracts quality buyers who are specifically interested in destination Africa, from around the world, provide market access and exposure for our carefully curated African product. Our exhibitors who participate at the show are there by design, as they meet the quality metrics that buyers are seeking. These buyers undergo a rigorous vetting process to ensure that they credible decision-makers who have the propensity to bring business to Africa.

Our online diary and matchmaking system is globally bench-marked and encompasses technology and innovation that is superior. This, coupled with a dedicated and accessible team, ensures that quality meetings take place between exhibitors and buyers. Our knowledgeable and savvy sales advisory team are on standby to assist you pre, during and after the show. We guarantee a seamless process for the best participation options that suit your needs. We want to ensure that you receive a tangible return on your investment. This year, we have provided you, as our valued exhibitors with the opportunity to recommend buyers you would like us to invite to participate. This is a further step we have taken to collaborate more closely with our exhibitors to ensure that only the best buyers participate at the show.

NETWORK WITH INDUSTRY COLLEAGUES:

East Africa Regional Tourism Expo and Magical Kenya Travel Expo enables an environment that is conducive for networking with buyers and industry colleagues, the world over. While the diary system affords a formal engagement platform, you can engage delegates informally during our official events, as well as during the course of the show. Our show organizers take pride in delivering a professional platform which is engaging and truly representative of an authentically African tourism culture. You get to experience and contribute towards showcasing a truly unique African experience which is only found at the East Africa Regional Tourism Expo and Magical Kenya Travel Expo.

As a valued exhibitor, you can attend our extensive program of official events such as our welcome networking event, media showcase events, awards ceremony and community building activities such as our Famtrips. There are added touchpoints providing opportunities for you to leverage your brand through advertising and sponsorships.

LEARN MORE ABOUT THE INDUSTRY:

Our B2B & B2C Sessions are a carefully crafted platform that stimulate meaningful conversations and depth of insights. This contributes to the learning and development of all who attend. The seminars address pertinent issues and are a catalyst for innovation and transformation. Our industry experts and motivational speakers make this a memorable event.

KARIBU, WE LOOK FORWARD TO HOSTING YOU.

PLEASE READ THIS MANUAL CAREFULLY.

This manual will provide you with information to assist in your preparation for the expo. If you have queries concerning your participation, you are welcome to contact the organizers, **Events Promotions Ltd**, the official Exhibition Management Company for the 2023 EARTE & MKTE.

Events Promotions Ltd will work in conjunction with **the Kenya Tourism Board** to ensure the success of the Expo for all participants.

SECTION B – IMPORTANT CONTACTS

THE 2023 EARTE & MKTE EXPO IS ORGANISED AND BY EVENTS PROMOTIONS LTD, A KENYAN COMPANY:

Lucy Muturi

Exhibition Manager

Cell/ WhatsApp Number

: +254 746 104603

Email

: exhibit@mkte.co.ke

Pitty Wachira

Sponsorship Manager

Cell /WhatsApp Numbers

: +254 732 994439

Email

: sponsorship@mkte.co.ke

Eliud Kariuki

Events Co-Ordinator

Cell/WhatsApp Number

: +254 722 843172

Email

: logistics@mkte.co.ke

Jane Pepeno

Matchmaking

Cell/WhatsApp Number

: +254 722 789 081

Email

: meetings@mkte.co.ke

Diana Rose Mwangi

Administration and Services

Cell/WhatsApp Number

: +254 713 831849

Email

: admin@mkte.co.ke

Kelvin Omutayi

Accounts

Cell/WhatsApp Number

: +254 790 958 119

Email

: accounts@mkte.co.ke

Noelina Adagala

Project Lead

Cell/WhatsApp Number

: +254 729 112238

Email

: services@mkte.co.ke

Danson Njuguna

Project Director

Cell/WhatsApp Number

: +254 722 827506

Email

: services@mkte.co.ke

THE 2023 EARTE & MKTE EXPO IS HOSTED & OWNED BY THE KENYA TOURISM BOARD:

7th Floor Kenya-Re Towers, Ragati Lane, Upper Hill

Nairobi, Kenya

Project Manager:

Steve Omondi

Kenya Tourism Board

Contact number

: +254 20 274 9131

Email

: somondi@ktb.go.ke

SECTION C – VISITOR INFORMATION:

SHOW DATES, TIMES & VENUE DETAILS

BOOTH BUILD UP

Saturday 18 th November 2023	07:00 – 20:00	Custom build
Sunday 19 th November 2023	07:00 – 20:00	Exhibitor build-up

SHOW DATES AND TIMES

Monday 20th November 2023

Tuesday 21st November 2023

Wednesday 22nd November 2023

BREAKDOWN DATES

Wednesday 22nd November 2023 16:30 – 19:00 Handheld goods only (no trolleys)

Thursday 23rd November 2023 08:00 – 20:00 All stands to be broken down and cleared

BOOKING CONDITIONS

No exhibitor may sub-let or share the allocated booth with any other company or organization without the permission of the organizers. Exhibitors wishing to share their booth with anyone outside of their own company must enter the name of the sharing companies on the sharing application form and provide full details of sharing companies for the show catalogue. Sharing companies are limited to 1 per 9sqm module. Please refer to the services provided to main and sharing exhibitors in the manual, as this may differ from previous years.

The organizers reserve the right, in the event of unavoidable circumstances, to change the layout of the exhibition. Exhibitors affected by any change will be notified accordingly.

The organizers' decision on the suitability of any exhibit is final. No exhibitor shall change or add to the products and the services to be displayed without the written consent of the organizers. Any stand that, in the opinion of the organizers, is not suitable must be altered to comply with the organizer's requirements at the expense of the exhibitor.

Should any queries arise that are not covered by this manual, exhibitors should contact the organizers directly.

BUILD-UP AND BREAKDOWN PROCEDURES

No work is permitted on site unless exhibitors have paid all invoices in full. The buildup schedule is as follows:

Saturday 18th November 2023 07:00 – Till late Custom build

Sunday 19th November 2023 07:00 – 17:00 Exhibitor build-up

All stands must be completed by 17:00 on Sunday 19th November 2023.

For any stand deliveries, please make sure that the person delivering your materials has details of the exhibiting company's name and stand number. Nothing can be accepted at the organizer's office on behalf of exhibitors. Contractor vehicles and goods must be removed from the site once unloaded. Bulky or heavy exhibits will be denied entry after 16:00 on Sunday 19th November 2023.

Exhibitors are reminded that the storage of packing cases or materials on the exhibition site is strictly prohibited. Please make arrangements for all additional items during the period of the exhibition.

The exhibition will close on Wednesday 22nd November at 16:00. Please do not start to break down your stand before 16:30. Once all the visitors have left the exhibition venue, you may then commence the breakdown of your stand. Only hand-held goods will be allowed to be removed at this time.

The show organizers will provide general security, please remember you are responsible for the safety of all your valuable items from build-up time through to break-down. The organizers cannot be held responsible for any loss or damage during this time.

Please ensure to have cleared your stand of all loose goods and valuables, marketing material and collateral related to your stand by 20:00 on Wednesday 22nd November. The organizers will dispose of the items that are not removed by the appointed time (at the expense of the exhibitor). Any sand, straw or similar materials must be removed by the respective exhibitor by close of break-down.

VENUE DETAILS

The Kenyatta International Conference Centre
City Square, Harambee Ave, Nairobi, Kenya

If you would like to send boxes of marketing material ahead of the show, please ensure that all boxes reach the venue by Monday 13th November 2023 and no earlier, to avoid items being lost on site.

Please ensure that your packages are clearly marked with the following information:

- Event Name (**EARTE & MKTE 2023**)
- Your Exhibiting Name
- Contact Person on-site with cell number
- Stand Number

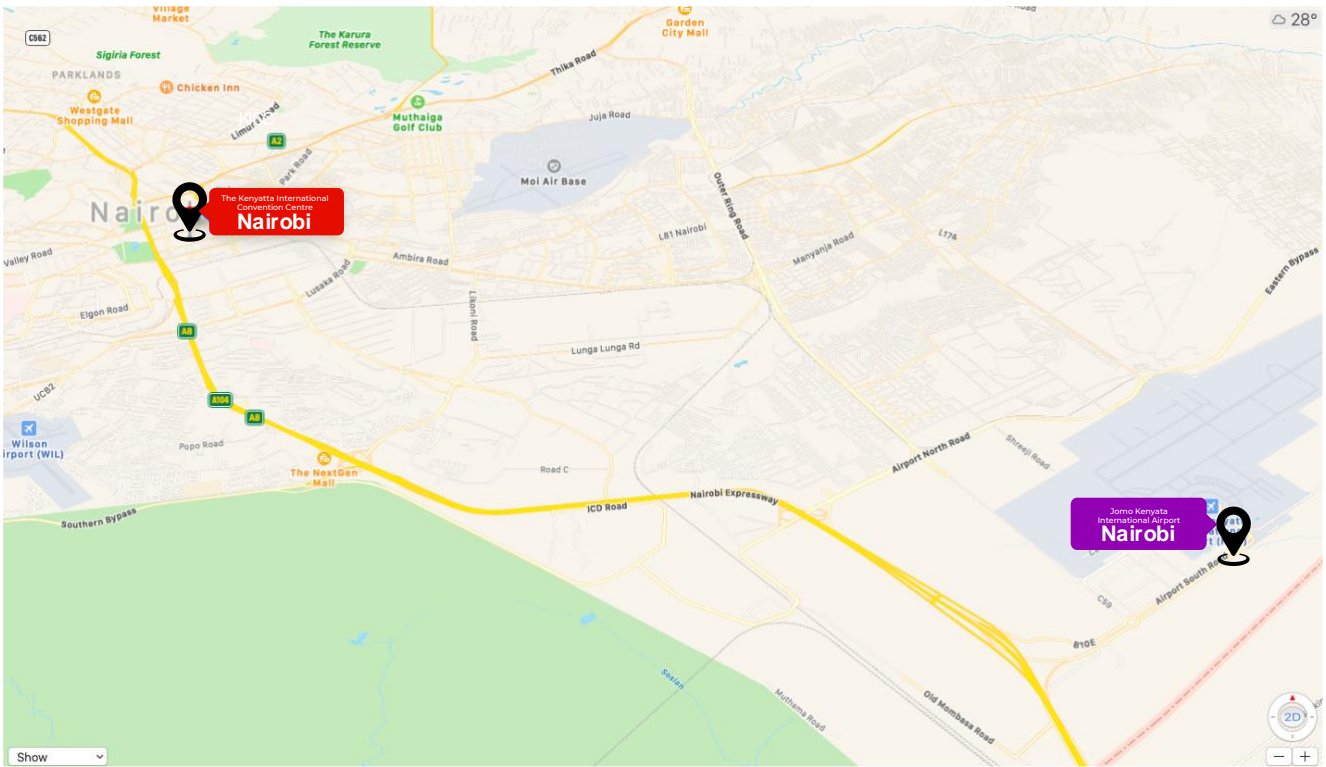
You may address your boxes to:

Contact Person: Eliud Kariuki
Contact number: +254 722 843172
Email: logistics@mkte.co.ke

MEDICAL ASSISTANCE

Basic medical assistance will be available for the duration of the exhibition. Please contact the organizer's office in case of an emergency.

MAP TO KICC FROM JKIA



SECTION D – GENERAL INFORMATION (A – Z)

ALCOHOL

The venue is a fully licensed venue and alcohol may not be brought onto the premises. A special permit is required for promotional and sponsorship alcohol and a corkage fee will apply. The venue requires advance notification of such requests and the decision to permit promotional or sponsorship beverages is at the discretion of venue management. Alcohol may only be served to people over the age of 18.

BANKING DETAILS AND ADDRESS

It is important to note that all floor space must be paid for in full prior to the set-up dates of EARTE & MKTE 2023

You will only receive access passes to the venue if your account is paid in full and your stand will only be constructed when accounts confirm your account is up to date. If you have a query regarding your account, please contact: Kelvin Omutanyi on Email: accounts@mkte.co.ke

All payments are to be made directly to the Kenya Tourism Board, details below:

Bank Name: Kenya Commercial Bank

Beneficiary Name: Kenya Tourism Board

Account Number: 1101660066

Branch code: 01100

Branch Name: Moi Avenue

Swift Code: KCBLKENX017

Account Type: USD

Bank Address: Kencom House, P.O. Box 48400-00100 GPO, Nairobi, Kenya

Please Note:

Bank charges are for your account.

The preferred method of payment is EFT using the above banking details. Please use your customer code or company name as payment reference.

Additional Payment Terms & Conditions:

- Kenya Tourism Board is tax-exempt hence your invoice should not include any tax, in case your invoice has a VAT tax added, please do not pay the tax, instead pay the net amount and inform accounts@mkte.co.ke to be issued with the correct invoice. If you have already paid with tax contact accounts@mkte.co.ke to seek a credit note on the excess amount paid.
- Due to the fact that Kenya Tourism Board is tax-exempt, no amount should be withheld by for any payments made in terms of withholding tax. Tax-exemption is available should you need it.
- The preferred method of payment is via EFT. Please use your registered Company name and Invoice number as the reference when making payment to allow for expedient allocation of payments.
- Upon submitting your payment, please share your proof of payment (POP) via email to accounts@mkte.co.ke immediately to allow for final confirmation of your booth allocation. Failure to share your proof of payment will/can result in reallocation of your booth to the next available exhibitor. The organizers shall not be liable for any losses incurred by yourselves as a result of this.
- No exhibitor will be allowed to be construct or access their allocated booth without the submission of payments in full and submission of proof of payment via email to accounts@mkte.co.ke. Should we be in receipt of an exhibitor's partial payment, we shall send you a top request via email. Failure to top up will result in denial of construction and access to your booth.

Exhibitor Withdrawal Terms and Conditions:

Exhibitors are allowed to withdraw their participation from the expo even after paying for the same. Refunds will only be approved for withdrawal before the exhibitors are matched or meetings are booked with buyers. Should an exhibitor withdraw their participation in the Expo after being matched with buyers or meetings have been scheduled with buyers, no payment refund will be approved.

BROCHURE DISTRIBUTION AND SHOW ETIQUETTE

As this is a business show it is important that the exhibiting company ensure that all their staff always conduct themselves in a professional matter. You are allowed to attract visitors to your stand and work with them in your exhibition space. However, you are not allowed to hand out brochures and information in areas other than your stand. Working in the aisles or approaching visitors outside your stand space is not allowed. This includes the registration area, common aisles, conference rooms and every area other than your stand. Solicitation of business or distribution of promotional materials from stand space is prohibited by anyone other than exhibitors.

CARE OF BUILDINGS

Painting, nailing, or drilling of floors, walls, ceilings, or any other part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor and is easily removed. No signs or other articles are to be fastened to ceilings, walls, pipes, or electrical fixtures. The floor is already carpeted/floored so any floor covering tape not removed by the exhibitor, will result in the exhibitor being surcharged. Sawing and planing resulting into saw dust and other such waste being spilled onto the carpet flooring is prohibited.

CATALOGUE (DIGITAL)

Each exhibiting company (main & sharing) is entitled to a complimentary entry in the official 2023 EARTE & MKTE catalogue. This will include the company contact details as well a 50-word profile supplied on your application form describing the company's product and services. Should you wish to check or change this entry or purchase additional advertising space in the catalogue, please email the organizers on exhibit@mkte.co.ke.

CATERING

Food and refreshments will be available at the designated areas within the exhibition venue.

CLEANING

The exhibition venue will be cleaned in the evenings once the show has closed for the day. This will include general cleaning such as vacuuming of aisle carpets and the removal of rubbish. Exhibitors must ensure that the cleaners have access to all areas where cleaning is required. The aisles are kept clear of rubbish and are cleaned on a regular basis.

COOKING & SAMPLING

Any requirement for cooking at a stand must be communicated in advance to the organizers, giving all the relevant details.

The following should be noted:

- Cooking, product demonstrations and sampling will only be permitted where prior approval has been granted in writing by the organizers and venue management.
- Solid food portions should be no larger than 'bite size' portions – 85g of food on toothpick.
- Beverage tasting must be in 'tasting cups' – 20ml of beverage.
- Bottles will be subject to a negotiated corkage fee.
- Should samplers interfere with the normal traffic of neighboring exhibition stands, the organizers will have no alternative but to request that the sampling be stopped.
- The exhibitor must supply large plastic rubbish bins with a supply of plastic bags.

DIARIES

Pre scheduled matchmaking appointments will all be made in your online diaries. You will receive access to your diaries through the exhibitor zone. For any queries, please contact Jane Pepeno on [email: meetings@mkte.co.ke](mailto:meetings@mkte.co.ke).

ENTRY TO THE SHOW

MKTE reserves the right to refuse admission to any visitor, exhibitor, or exhibitor's employee who, in the opinion of show management is unfit, intoxicated or in any way creating a disruption of the show.

EVENTS PROGRAMME

The events program is updated regularly and is posted on the website for your ease of reference – please visit the events link on www.mkte.co.ke. RSVP links will be provided to confirm your attendance for these

EXCLUSIVE RIGHTS

Participating exhibitors have the exclusive right to promote or sell goods or services at the show. All other parties who attempt to make any sales solicitations without the expressed written consent of the organizers will be permanently removed from the expo area. Exhibitors are asked to report any infractions to the Organizer's Office for immediate action to be taken.

FIREARMS

The venue is a strictly weapon-free and the use of any weapon is not permitted. Exhibitors intending on displaying firearms or weapons must apply to the Firearm Licensing Department to obtain a license. No personal firearms may be carried in the venue during the expo period.

FIRE PROTECTION

All materials used in construction work, displays etc. must be effectively fire-proofed or made from non-flammable materials.

FLOORPLAN

The updated floorplan is posted on the event website for your ease of reference – please visit www.mkte.co.ke and log in to view the floorplan. The organizers reserve the right, in the event of unavoidable circumstances, to change the layout of the exhibition without notice. Exhibitors affected by any such change will be notified.

GRAPHICS

Please note that booth customization, branding and decoration is not covered in the standard booth package. Exhibitors will select from the approved list of suppliers (included in this manual) of Expo Booths Customization (for customized look and feel of their spaces) & Panel Graphic printing suppliers of their spaces as required.

Please confirm your requirements with the accredited supplier of your choice by **Friday November 2nd 2023** for your convenience.

For Booth Customization, please confirm your designs by **Tuesday October 31st 2023**



Actual Panel Size: 1m wide x 2.5m high (excluding bleed)

Graphic Specifications: 980mm wide x 2420mm high (excluding 500mm bleed)

In your graphics, please include bleed as above to ensure we able adjust graphics if needed

Format: PDF, alternatively PSD, EPS.

Minimum: 300dpi

Medium: We Transfer, Google Drive, Drop Box

We recommend that you please label your graphics **clearly per panel** i.e., 1, 2, 3 left to right for supplier alignment.

HAZARDOUS EQUIPMENT AND BOTTLED GAS

No equipment of a hazardous or dangerous nature is to be used or employed without the written consent of the organizers and, where appropriate, Local Authorities. The organizers accept no responsibility in the event of the Local Authorities failing to give necessary permission.

Compressed air, oxygen, hydrogen, dissolved acetylene or other gas or liquid under pressure must be supplied in steel cylinders, and then only by written consent of the organizers prior to its entry into the building. Exhibitors must contact the organizers if they plan to use bottled gas.

INSURANCE

It is recommended that insurance cover taken for the duration of the exhibition includes transport to and from the exhibition venue. The period of liability of the exhibitor shall be deemed to run from the time the exhibitor or any of its agents or contractors first enter the exhibition venue and to continue until all exhibits and property have been removed.

The organiser carries public liability for visitors but is not responsible for the insurance of exhibits or display material on stands. Exhibitors are strongly advised to pack and remove from the exhibition venue all portable, appealing, and valuable items at the end of each day when the exhibition closes, as this is the time that there is the greatest risk of loss and theft. Items such as cell phones, laptops, TV's, DVDs, and video machines must not be left unattended at any time. Exhibitors shall be responsible for replacing or making payment on any loss or damage to items that they have rented or hired from the exclusive outsourced contractors.

LOST AND FOUND

The organiser is not responsible for the safekeeping of any items left behind after the event. Should items be stored, the organiser may charge the exhibitor reasonable removal and/or storage fees. Any items found should be handed to security or the organizers office.

ORGANIZERS' OFFICE

The main organizers' office will be in the exhibition venue. The organizers will be at the expo to offer assistance to both exhibitors and contractors, who should report their arrival to the office to receive any updates and/or information. All additional services for exhibitors will be handled by the organizers. Emergency messages may only be left or received at the organizers' office.

MAINTENANCE

If you need to carry out maintenance work on your stand after the exhibition closes, please advise the organizers by 17:00 on the same afternoon in order that arrangements may be made with security for the provision of lighting etc.

PHOTOGRAPHY & VIDEO RECORDINGS

Unauthorized photography or video taping of exhibits and persons is prohibited. Exhibitors may photograph their own exhibits only. Organizers will have an official photographer on site to cover MKTE, approved photos will be made available after the show.

SECURITY

Majority of theft occurs during build-up and break-down time periods, especially the first half hour after the show closes. Taking the below precautions into consideration will help prevent loss of items from your exhibition stand. The organizers are not responsible for any loss of items before, during and after the event. However, the organizers have done everything within their power and reach to provide security at the venue.

- After setting up your exhibit and at the end of the show each night, cover your materials with a sheet or some type of cover.
- Do not leave valuable items (such as handbags, cell phones, laptops etc.) unattended on your stand.
- Hire specific stand security to safeguard your exhibit and materials.
- At the close of the show, pack your valuable items first and do not leave them unattended.
- Do not indicate the contents of your boxes i.e., computer, laptop, etc.
- Make sure arrangements have been made to have your stand and equipment removed.

The security provided by the organizers is general venue security and not individual stand security. Whilst every reasonable precaution is taken to ensure the safety and security of personnel and equipment and the premises are patrolled day and night, we cannot accept any responsibility whatsoever for any injury, loss or damage or any consequential losses which may befall your personnel and their property. Please ensure that any incident involving the loss of property is reported to the security office. Failure to do so could result in insurance companies refusing to meet claims.

We recommend that all valuables, particularly of a portable nature, are not left unattended on your stand. This is particularly relevant on the closing evening and throughout the break-down period.

SERVICES

All additional services can be ordered directly with the Accredited Suppliers listed in this manual. Should you require any of the listed furniture in this manual, please complete the order forms included in this manual and email them to admin@mkte.co.ke.

DEADLINE FOR ALL SERVICE ORDERS: FRIDAY OCTOBER 27TH 2023

Thereafter and on site, there will be a 20% surcharge for all service orders.

SOUND LEVELS AND PRODUCT DISPLAYS ON STANDS

Please note that amplifiers or live music may not be used without the written approval of the organizers. Audio-visual presentations/demonstrations must not exceed the 'reasonable volume' or cause aisles to be obstructed. The organizers reserve the right to restrict the number of or cancel presentations or demonstrations causing obstructions within aisles and/or are a nuisance to neighboring stands. The organizers must give their written approval where any of the following is proposed i.e., any recording, broadcasting, or use of radios (two-way), film, sound, music, video, or any other presentation likely to generate excessive noise. Demonstrations must be located so that crowds will comfortably be contained within the confines of an exhibitor's space and not block the aisles. Sound levels, glaring or flashing lights or other distracting demonstrations are subject to adjacent exhibitor and organiser approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business. Sampling outside of the contracted exhibition space will not be allowed.

SIGNAGE

Signage must be professionally produced. Should you wish to have any signage or graphics printed for your stand, please contact your appointed venue contractor as listed under official contractors. No hand-written, sale or show-special signs are permitted. Exhibitors who take expo booths may not display any signs or logos on the fascia/privacy board in addition to the graphics provided. No photocopied signs stuck with Prestik will be allowed

SMOKING

Smoking is prohibited at all times in all areas within the exhibition venue, food services areas, public and service corridors, and restrooms. Smokers may make use of the designated smoking areas.

TRADE VISITORS

Trade Visitors should register online at www.mkte.co.ke to avoid delays on arrival at the exhibition. All applications will be approved by the organizing committee.

Trade visitor fees: 30USD 3day pass or 15USD 1day pass

You will be provided with a badge which shall be used to gain access to the EXPO for the paid days.

VEHICLE DISPLAY

Outdoor bookings for the display of motor vehicles should be made with the organizers prior to the event.

Special conditions apply:

- The vehicle may not be filled with more than a ¼ tank of fuel.
- If possible, the battery must be disconnected for the duration of the exhibition.
- A drip tray must be provided and placed underneath the motor vehicle for any oil leaks.
- A fire extinguisher must also be positioned on the stand.
- Vehicles may not be started, run or moved during event hours.
- No silicone-based fire polish on vehicle fires.

VETTING

In the interest of superior quality at the exhibition, the organizers will vet all stands at 18:00 on 19th November 2023. Should the above rules and regulations not be adhered to, the exhibitor will be given notice to immediately rectify the problem.

Should any questions arise that are not covered in this manual, you are welcome to contact the organizers directly. In the event of any dispute, the decision of the organiser is final

SECTION E – EXHIBITOR PACKAGES & CONSTRUCTION DETAILS

EXHIBITOR PACKAGES

Exhibition Booth Package

- Exhibitor Registration
- 3m x 3m Stand = 9sqm
- Online Catalogue Entry
- 1 x Meeting Diary
- 2 x Exhibitor Badges
- 1 x table
- 2 x chairs
- 1 x plug point (240volts)
- Company name signage on fascia
- Waste Bin



Sharing Exhibitors @ 450USD each

- Registration
- Online Catalogue Entry
- 1 Exhibitor badge
- 1 Meeting Diary

Additional Diaries

Additional Diaries @ 300USD each

Electrics

Each exhibition booth will include basic electrics, should you need additional services, please refer to the electrical order form.

- Lighting – 2 x spotlights
- Power – 1 x power socket

Exhibition Booth Panels

Any damaged wall panels will be invoiced at a cost of 100USD per panel.

Outdoor space @ 150USD per sqm (minimum of 36sqm)

A limited amount of outdoor space is available for heavy/large exhibits that cannot be accommodated within the venue. This includes vehicles and tented structures. Exhibitors must provide details of their proposed outside exhibits to the organizers at the time of booking. Exhibitors will be given modules of 36sqm on the grass, and it is the responsibility of the exhibitor to provide suitable coverings as required. Power is available to the outside exhibit area at an [additional cost as indicated on the electrical order form](#).

Fascia / Privacy Board

Each stand will include a fascia / privacy board with your company name (maximum 28 letters including spacing) in a standard color and font. Unfortunately, logos, slogans, flags etc. cannot be accommodated on the fascia / privacy board.

General

- The venue is carpeted with wall-to-wall carpeting
- General cleaning will be done daily.
- All additional furniture can be ordered from the furniture order form.

CUSTOM BUILD STANDS

All stand designers, stand builders and custom build exhibitors must familiarize themselves with the information below and complete the compulsory indemnity form in the exhibitor manual. No stand construction will be allowed without the services department receiving this form. All designs for custom build stands must be submitted to admin@mkte.co.ke by **Tuesday 24th October 2023**. These plans, sections, specifications, and written particulars must be submitted in a clear and legible manner.

- The layout and dimensions of every structural object of the construction, including staircases.
- The materials to be used in the construction.
- The width and position of exits and escape route within the stand.
- The provision made in the construction of the stand for protection against fire and spread of flames.
- No double story stands are permitted.

The organizers reserve the right to reject a design of a custom build stand that unreasonably obscures or affects nearby exhibitor sites in any way. Deadline for submission of plans: **Tuesday 24th October 2023**.

Any contract entered into between an exhibitor and contractor does not in any way form the contract between the exhibitor and the organizers. Responsibility will not be accepted by the organizers for any dispute or difference between exhibitor and contractor in any way whatsoever. Exhibitors will be responsible for all payments due on such contracts. Exhibitors will be held responsible for the conduct of their contractors and subcontractors.

The organizers suggest exhibitors make use of the official contractors that have been appointed for EARTE & MKTE 2023 as listed below.

OFFICIAL CONTRACTORS-EXPO BOOTH CUSTOMISATION

Royal Tents & Events Ltd

Contact Mr. Martin Gichimu
Tel: +254 722 402388
Email: royaltent.sale@gmail.com

EMC Concepts Ltd

Contact Erica Rop
Tel: +254 710228285
Email: emcconcepts@outlook.com

Jim Africa

Contact James Njuguna
Tel: +254 723 839568
Email: james@jimafrika.com

Beyond Corporate Communications

Contact: Ms. Tabitha W. Kameri
Tel: +254 722 791 106
Email: tabitha@bcc.co.ke

Staarab Lounges Ltd

Contact: Mercy Kamau
Tel: +254 11 2251559
Email: mkamau@staarab.co.ke

Design 900.

Contact: Eddie Obinju
Tel: +254 722 900 100
Email: design@designninehundred.co.ke

OFFICIAL CONTRACTORS- BRANDING

Benvin Solutions Ltd

Contact Jane Makumi
Tel: +254 722 420483
Email: jane@benvinsolutions.com

Six Ideas Branding Ltd

Contact Peter Kibe
Tel: +254 722 230449
Email: kibe@sixideas.co.ke

Exceed media

Contact: Evans Kuria
Tel: +254 727 009595
Email: exceedmediae@gmail.com

Bijon Brand Africa Ltd.

Contact: Simon M.Kihara
Tel: +254 721 477889 | +254 721 782770 | +254 722 210279
Email: info@bijonbrandafrica.com

SECTION F – TRAVEL AND ACCOMMODATION

All exhibitors are responsible for their own accommodation during the exhibition. There are several hotels in the vicinity of the venue. Please see the list of preferred hotels below.

NAME OF HOTEL	LOCATION	ROOM TYPE	RATE PER NIGHT	CONTACT(NAME,EMAIL ADDRESS,CONTACT)
Tamarind Hotels	Langata Links Road, Next to Carnivore Restaurant	Standard	USD 150 on BB	Lenah Ndubi lenah.ndubi@tamarind.co.ke Tel No. +254729249977
The Social House Nairobi	Lavington	Standard	\$165 Bed & Breakfast	Rose Mugambi Rose@thesocialhouse.ke Tel No.+254791398845
Crowne Plaza Nairobi Airport	Jomo Kenyatta International Airport	Superior Rooms	\$150 Bed & breakfast single occupancy \$180 Bed & breakfast Double occupancy	Betty Rotich betty.rotich@crowneplazanairobiairport.com Tel No.+ 254797106242
Villa Rosa Kempinski	Chiromo Road	Superior Room	\$170 Single Occupancy Bed & Breakfast, Taxes Inclusive \$200 Double Occupancy Bed Breakfast Taxes Inclusive	Beatrice Kamitu beatrice.kamitu@kempinski.com reservations.nairobi@kempinski.com Tel No.+254 703049000 +254707060885
Sarova Panafric	Kenyatta Avenue, Valley Road	Panafric Room-Entry Level	\$110 Single Bed & Breakfast \$135 Double/Twin on Bed& Breakfast	Yula Kajune yula.kajune@sarovahotels.com panafric@sarovahotels.com Tel No. +254 709 111000 WhatsApp-Yula +254722603684
Sarova Stanley	Located in Nairobi Central District	Stanley Room-Entry Level	\$110 Single Bed & Breakfast \$135 Double/Twin on Bed& Breakfast	Yula Kajune yula.kajune@sarovahotels.com panafric@sarovahotels.com Tel No. +254 709 111000 WhatsApp-Yula +254722603684
Radisson Blu	UpperHill	Superior City View	\$150 Single Bed & Breakfast \$180 Double Bed & Breakfast	Stephanie Farrar Stephanie.farrar@radissonblue.com Tel No.+254704098491 Alternative Reservations Reservations.nairobi@radissonblu.com
Nairobi Serena	Processional Way	Standard Room Deluxe Room Superior Room	\$235 Bed & Breakfast \$350 Bed & Breakfast \$400 Bed & Breakfast	Philomena Gikunda Philomena.gikunda@serenahotels.com Tel No.+254734699846 +254 714310740
Four Points by Sheraton Nairobi	Hurlingham	Standard	\$150 Bed Breakfast Inclusive	Stella Kilonzo – sm@fouppointsnairobihurlingham.co.ke e Reservations- reservations@fourpointsnairobihurlingham.co.ke Tel No.+ 254701990049
Movenpick Hotel & Residences Nairobi	Westlands	Standard	\$150 Bed Breakfast Taxes Inclusive	Serah Muthoni Serah.wanderi@movenpick.com +254 709548000

Panari Hotel	Mombasa Road	Superior	\$140 Single Occupancy Bed Breakfast Taxes Inclusive \$170 Double Occupancy Bed Breakfast Taxes Inclusive	James Chege groupsalesmanager@panarihotels.com Tel No.+254733890555 ANNERITA KATSIMA sales6@panarihotels.com Tel No.+254727529799 Jesse Nyuthe Tel No. +254 707720776
Hill Park Hotel	Upperhill	Standard	\$70 Bed Breakfast Taxes Inclusive	jesse.nyuthe@hillparkhotel.com , john.mwai@hillparkhotel.com
Weston Hotel	Langata Road Opposite Wilson Airport	Superior	\$150 Single Occupancy Bed Breakfast taxes Inclusive	Joshua Muli jmuli@westonhotel.com Tel No.+254721446617
Safari Park Hotels & Casino	Along Thika Super Highway Exit 7B	Deluxe	\$180 Bed Breakfast Inclusive	Stephen Nganga snganga@safariparkhotel.co.ke Joshua Kiptarus jkiptarus@safariparkhotel.co.ke Agnes Ndegwa andegwa@safariparkhotel.co.ke Tel No.+254709732000
Tribe Hotel	Village Market	Standard	\$250 Bed Breakfast Inclusive	Eva Mwangi hos@tribehotelsgroup.com Tel No.+254 705 641 254
Trademark Hotel	Village Market	Standard	\$150 Bed Breakfast Inclusive	Eva Mwangi hos@tribehotelsgroup.com Tel No.+254 705 641 254
Skynest Residences by CityBlue	Mkungu Close Westlands	1 Bedroom	\$ 100 from 25/10/23 to 18/11/23, \$ 110 19/11/23 to 4/12/23	Aally Valli aally.valli@citybluehotels.com Tel No.+254726276095
		2 Bedroom	\$ 160 from 25/10/23 to 18/11/23, \$ 180 from 19/11/23 to 4/12/23	
Kenya Comfort	City Centre	Value Single Value Double/twin Standard Single Standard Standard Double Superior Single	\$33 \$50 \$48 \$65 \$55 & Superior Double \$73	Keziah +254 722 608865 Consolata +254 792 282000 Madina +254 734 608866 sales@kenyacomfort.com comfort@kenyacomfort.com
Kenya Comfort Suits	Milimani	Standard Single Superior Single Studio Single	\$59&Standard Double\$80 \$66 &88 Double \$74 & 95Double	Keziah +254 722 608865 Consolata +254 792 282000 Madina +254 734 608866 sales@kenyacomfort.com comfort@kenyacomfort.com
Swiss Lenana Mount	Ralph Bunche Rd, Nairobi	Superior Single & Double Respectively Deluxe Single & Double Respectively	\$55 & 65 \$60& 75	Contact +254 798 476544 info@swisslenanamounthotel.com
		City View Single & Double Respectively Executive Single & Double Respectively	\$65 & 80 \$125 & 140	

TRANSPORT & FLIGHTS

All exhibitors are responsible for their own transport and flights to and from the exhibition.

We are pleased to confirm Qatar Airways and Kenya Airways as our airline partners for 2023 EARTE & MKTE. If you have not yet booked your flights for the expo, we encourage you to make use of the special fares now. Please note the booking conditions and valid date periods.

Should you have any queries regarding transport or flights, please don't hesitate to contact the organizers.

Qatar Airways

Qatar is offering 10% discount on economy and business class fares. Go to

<https://www.qatarairways.com/en-ke/offers/cug/magical-kenya-travel-expo-2023.html>

Promo code: **MKTE2023**

Kenya Airways

Kenya Airways is offering 10% discount on economy and business class fares. Go to <http://www.kenya-airways.com/>

Promo code: **MKTE23**

VISAS

Please check if you need a visa to enter Kenya.

- Apply for the visa on the official portal. Create an account here and apply for it <https://accounts.ecitizen.go.ke/>

Kenya Tourism Board can assist with visa invitation letters if you need. Please email these details to Jane Pepeno at buyer@mkte.co.ke.

- Passport first name
- Passport surname/family name
- Passport number
- Passport expiry date
- Company name

VACCINATIONS

Update on Covid 19 Vaccination requirements to enter Kenya for all travelers

- From 9 May 2023 the Government of Kenya no longer requires proof of either COVID-19 vaccination or a negative COVID-19 PCR test for entry into Kenya.
- Travelers with flu-like symptoms, will be required to undergo a rapid antigen test at their own cost of **30 USD**. Those who test positive on antigen RDT will be required to take a PCR test at their own cost of **50 USD** and self-isolate as per Ministry of Health guidance on isolation. Those with severe symptoms shall then be allowed to isolate as per the prevailing isolation requirements for mild, moderate and severe disease.
- Any traveler entering Kenya with flu-like symptoms will be required to fill the passenger locator form on the 'jitenge' platform: https://ears.health.go.ke/airline_registration/ and may be asked to undergo a rapid antigen test at their own cost regardless of age or vaccination status.
- Full details of the Government of Kenya's entry requirements in relation to coronavirus can be found on the [Kenya Civil Aviation Authority website](#)

Health requirements include vaccinations against yellow fever, tetanus, typhoid, and hepatitis A. Vaccinations against meningitis and polio are recommended as well as protection against malaria. If there are any doubts, advice should be sought from a doctor, travel clinic or the Kenyan authorities.

Please note that the above information was correct at time of going to print and the organizers cannot be held responsible for visa applications or exceptions. It is each individual's responsibility to check with their local offices what visas and travel documents would be are required in advance or on site for entry into Kenya.

SECTION G – SERVICES FORMS

FORM 1 – SERVICES ORDER SUMMARY

Form	Service	Sub Total in USD
Form 2	Company Fascia	No Value
Form 3	Electrical	
Form 4	Exhibitor Badges	
Form 5	Indemnity	No Value
Form 6	Pre-Scheduled Appointment Diaries	
Total in USD		

PLEASE COMPLETE AND SUBMIT TO ALL FORMS TO admin@mkte.co.ke

DEADLINE FOR ALL SERVICE ORDERS: **TUESDAY OCTOBER 31ST 2023**

THEREAFTER A 20% SURCHARGE WILL BE APPLIED TO ALL ADDITIONAL ORDERS.

Company	
Contact Name	
Stand Number	
Signature	
Date	

FORM 2

FASCIA/PRIVACY BOARD

COMPANY NAME TO APPEAR ON FASCIA/PRIVACY BOARD – MAXIMUM OF 28 CHARACTERS INCLUDING SPACING.

PLEASE PRINT YOUR COMPANY NAME CLEARLY TO AVOID ERRORS ON YOUR FASCIA BOARD ON SITE

.....

Please note that only the company name and not Pty, LTD, CC, Co etc. will be printed on your fascia/privacy board

This is applied onto the fascia/privacy board in a standard color & font.

Company	
Contact Name	
Stand Number	
Signature	
Date	

DEADLINE FOR SUBMISSION: FRIDAY 27TH OCTOBER 2023, SUBMIT TO admin@mkte.co.ke

FORM 3

ELECTRICAL

(FOR CUSTOM BUILD STANDS OR ADDITIONAL ORDERS TO EXISTING MEETING PODS)

Certain items are available for hire, to supplement the standard meeting pod package or for custom build exhibitors.

If you wish to order any of these items, please complete these forms and return it to the organizers. The prices listed include the supply, installation, hire and maintenance during the show and dismantling.

These will be invoiced on receipt of your order and must be paid for in advance.

		Cost per item (USD)	Number required	Total Cost (USD)
1.	Additional power socket	USD 10.00		
2.	Additional spotlight	USD 10.00		
3.	Single fluorescent light	USD 10.00		
4.	DB Board Single Phase	On Special Request		
5.	DB Board Three Phase or Outdoor	On Special Request		
6.	To connect client's lights	On Special Request		
7.	Extension Cable	USD 25.00		
	Total			

Company	
Contact Name	
Stand Number	
Signature	
Date	

DEADLINE FOR SUBMISSION: FRIDAY 27TH OCTOBER 2023, SUBMIT TO admin@mkte.co.ke

FORM 4

ADDITIONAL EXHIBITOR BADGES

Exhibitors are allocated badges according to their category and size of stand and will be used to gain access to the exhibition and official events. These badges are printed per person and are not transferable.

Please complete the details below for your complimentary badges, should you require additional badges, you are welcome to order additional badges at USD 30.00 per badge, valid for the period of the show.

These will be invoiced on receipt of your order and must be paid for in advance.

Main Exhibitors: 2 x complimentary exhibitor badges per 9sqm meeting pod module
Sharing Exhibitors: 1 x complimentary exhibitor badge per sharing registration
MSMEs: 1 x complimentary badge

Name on Badge	Company	Complimentary / USD 30.00 per extra badge
1.		
2.		
3.		
4.		
5.		
6.		

Company	
Contact Name	
Stand Number	
Signature	
Date	

DEADLINE FOR SUBMISSION: FRIDAY 27TH OCTOBER 2023, SUBMIT TO admin@mkte.co.ke

FORM 5

INDEMNITY FORM

AGREEMENT TO BE HANDED IN AT THE START OF BUILD-UP ENTERED INTO BETWEEN:
THE ORGANISERS OF THE EARTE & MKTE 2023 EXPO (**EVENTS PROMOTIONS LTD**) AND **STAND CONTRACTORS AND/OR EXHIBITORS**

STAND BUILDING COMPANY NAME	
CONTACT NAME	
CONTACT NUMBER/S	
EMERGENCY CONTACT	
CONTACT NUMBER/S	
EXHIBITING COMPANY	
SIGNATURE	

I _____(name), the duly authorized representative of

_____ (company) hereby acknowledge and agree to ensure

that all work will be performed professionally for EARTE & MKTE 2023 Expo with consideration to all parties. This includes design, installation, and supply of product.

DEADLINE FOR SUBMISSION: MONDAY 30TH OCTOBER 2023, SUBMIT TO admin@mkte.co.ke

FORM 6

ADDITIONAL PRE-SCHEDULED APPOINTMENT DIARIES

Main Exhibitors are allocated 1 x pre-scheduled appointment diary per 9sqm Exhibitor booth. Sharing Exhibitors are each allocated their own pre-scheduled appointment diary as well.

These appointment diaries are allocated to the registered stand contact on the application form unless specified otherwise.

Each diary offers a minimum of 30 appointment slots including a lunch break, please complete the details below for your complimentary diary details. Should you have any queries, please contact the organizers or meetings@mkte.co.ke.

Should you require additional diaries for the stand, you are welcome to order below at US\$300 per diary. These will be invoiced on receipt of your order and must be paid for in advance.

Name of Contact for Diary	Email Address	Complimentary / US\$300 per extra diary
1.		
2.		
3.		
4.		

Company	
Contact Name	
Stand Number	
Signature	
Date	

DEADLINE FOR SUBMISSION: FRIDAY 27TH OCTOBER 2023, SUBMIT TO ADMIN@MKTE.CO.KE

SECTION H – HEALTH AND SAFETY

Generic safety guidelines are provided to inform exhibitors on the “best practices” that should be used to safely exhibit and avoid any possible liability, injury, accident, or loss of life.

Before any work begins on site, the exhibitor and their contractor must evaluate any risk that might be caused by the building of a stand, looking at probable and possible hazards and dangers and in so doing the exhibitor should be able to put in place plans and procedure to limit or nullify the risk. These steps are essentially the reasonable steps that the exhibitor will take in limiting injury, loss of life, civil liability, and public liability.

USE OF AISLES

Disaster management rules and fire regulations at all conference and exhibition venues require that all aisles and access to fire exit doors are always kept free. Exhibitors are required to make adequate space to accommodate their full display and no encroachment into the aisles is permitted. Should any item or structure be placed or protrude into the designated aisle space, the organizers and/or venue management reserve the right to move, or to have removed, the said item without any liability for loss or damage thereto.

ELECTRICAL PROCEDURES & REGULATIONS

Electrical installations must be of a nature to ensure safety in the use of electricity and must be carried out in a competent manner. Where a fault becomes apparent, the equipment must not be used until the fault has been rectified.

- All custom-built stands equipment is to be undertaken by a registered wireman only
- Lighting is to be looped from fitting to fitting with all terminations being secured and concealed.
- Any termination points that should be necessary on a wire-way need to be insulated and of a mechanical nature i.e., strip connector or screw-it connector (no twisting of wires).
- Transformers are to be mounted on the structure, walls and/or systems and not placed directly onto the carpeted floor.
- Each electrical supply provided is intended for one item of equipment or machine on display.
- No electrical installation and/or fitting may be suspended from the ceiling of the exhibition venue or fixed to any part of the building structure without the prior approval of the organizers and the venue, and if permitted, a fee will be levied.
- Fluorescent fittings must be earthed.

EMERGENCY PROCEDURES & FIRE REGULATIONS

Exhibitors must ensure that their staff have been adequately briefed on the emergency procedures, as well as the location of the fire-fighting equipment and emergency exits at the exhibition and must adhere to the following steps:

- Immediately report an incident of concern to the organiser.
- Exhibitors must refrain from touching any objects of concern and from removing exhibits from the venue.
- Do not panic.
- Evacuation of the venue will be announced over the venue's PA system.
- Exhibitors are requested to point out the direction of emergency exits to staff members and visitors in their immediate vicinity.
- Fire escapes are situated at intervals throughout the building and are easily accessible.

EXITS AND FIRE ESCAPES

No furnishings, decorations or other objects can obstruct exits, access to exits or visibility of emergency exits. The required path of travel to exits may not be blocked by furniture or any other moveable objects.

FIRE RETARDATION

Hessian, thatch, and straw are regarded as major fire hazards and exhibitors planning to use these as part of their display will be required to provide a fire-retardant certificate indicating that the product has been treated with a fire retarding compound. When material draping is used as part of a display, please ensure the draping does not come into contact with electrical wiring, fittings and/or globes. Combustible materials are items such as:

- Draping/curtaining; backdrops; hay, hessian, thatch, etc., including that being used by the technical (stage, sound, lighting, etc.) contractors.
- Combustible material to be treated with a fire-retardant substance as approved by the Fire & Emergency Services

GENERAL FIRE SAFETY ASPECTS

The following aspects regarding fire safety are required to be reported to the organiser prior to start of build-up to the exhibition

- All plans for stage sets and designs, staging, wooden structures, bridges, flammable material and inserts of polyurethane must be forwarded to the organiser.
- All flammable and combustible materials and components will be declared for approval and treated with a flame-retardant. A certificate must be obtained, and a copy of the certificate must be handed to the organiser.
- Any hazardous chemicals or flammable materials to be used within the confines of the venue must be declared. These materials shall be stored in purpose-made safety containers in minimum quantities.
- Any flammable construction, building and / or other materials shall be treated with a fire-retardant substance and certified as such, prior to construction commencement. All emergency exits will be kept clear for the duration of the show days and this task has been designated to the Contracted Security Company. All fire exits are to be clearly indicated on the event floor plan.

The organizers and venue management will conduct an inspection of the exhibition on the last day of build-up to ensure compliance and should full compliance with regulations not be adhered to, they have the right to hold back on the opening of the event or fine transgressors.

LIABILITY

The contractors are personally responsible for the control of their equipment at all times and shall be personally liable for any claims which may be made in respect of injuries which may arise or be caused by the use of this equipment. The exhibitor acknowledges that the layout of the exhibit area and the large numbers of people present in the exhibition venue make it impossible for adequate security to be provided to protect the exhibitor's merchandise and other property. Accordingly, the exhibitor assumes all risk of loss for its merchandise, fixtures, displays and any other property of the exhibitor located in the exhibition area, storage or any other area where access has been provided to exhibitors by the venue, where such loss results from theft, vandalism and/or any other damage caused by any agent, employee of the venue or any other person either authorized or not authorized to be present at the exhibition venue. It is recommended that all exhibitors consult their individual insurance representatives to obtain appropriate insurance coverage.

HEALTH & SAFETY

Exhibitors who have booked custom stands or have a stand builder working for them, must ensure that all contractors and sub-contractors working on the stand comply with the set out safe working practices. Please ensure that the indemnity form (FORM 7) is completed and returned to the organizers no later than **Monday 30th October 2023**.

SAFETY GUIDELINES

- The venue will give prior written approval where it is proposed that apparatus involving special risk is to be operated.
- No fixing, attachment or penetration of any fabric, structure or floors is permitted.
- The venue must give their written approval where any of the following is proposed:
- Any material, exhibit or substances that are hazardous, noxious, explosive or of an objectionable nature;
- Items that produce fumes, exhaust or smoke;
- Operating machinery and apparatus;
- Use or display of pyrotechnics and lasers;
- Use or display of radioactive materials, flammable liquids, oils, and gasses as well as welding or compressed air;
- The use of balloons and public entertainment including amusement displays, live performances and live animals on display.

SAFE WORKING PRACTICES

Contractors need to ensure they are working according to the guidelines and regulations

- The understanding of the Fire and Emergency Services procedures.
- Ensure aisles leading to emergency exits are kept clear and unobstructed.
- The use of hard hats when working or restricting access to dangerous and hazardous areas.
- The need to wear suitable protective clothing including eye, ear, foot, and hand protection, where relevant.
- The safe use and storage of flammable liquids and substances and segregation from waste and other risk areas.
- That after use, chemicals and liquids are removed from the venue, for safe and proper disposal.
- Such products may not be disposed of in general refuse areas.
- Ensuring portable power equipment is used for the purposes intended with safety guards correctly fitted and used.
- Ensuring portable electric tools are used with minimum length of trailing leads and not left unattended with a live power supply.
- That forklifts are not used by anyone other than fully trained personnel.
- That work is maintained free from general waste material that could be hazardous.
- That proper scaffolding is used during construction and that safety features are provided, in acceptance with established standards, and tower scaffolding is used and properly constructed.

STRUCTURAL STABILITY

- The structure of the set shall safely sustain the combined dead and imposed loads without any deflection or deformation which will impair stability.
- All materials used in construction shall be:
 - Non-combustible material
 - Flame resistant timber of any thickness
 - Flame resistant plastic and boarding
- All materials used for decorative finishes to the set shall be:
 - Able to pass a test of flammability or for surface spread of flame
 - Be fixed taut or in tight pleats to a solid backing
 - Be secured at floor level
- Shall not ignite when subjected to a flame for 10seconds
- Any paint shall be water based.
- The use of paint sprayers is not permitted.
- Cavities and spaces around the venue shall not be used for storage of empty crates, cartons and boxes or packaging materials.

The **EARTE & MKTE 2023** team will assess all designs submitted for the show.

No double storey stands are permitted.

Custom build exhibitors are to submit a Structural Engineer's Certificate for stands over 3m in height with their floorplans incorporating front, side, and top elevation to the event organizers for approval by no later than **Friday 27th October 2023**. The exterior or rear of your stand needs to be correctly finished to ensure quality elements facing aisles and other exhibitors.

Please note that failure to comply with this requirement may result in refusal of permission to erect the stand.

CANCELLATION POLICY

In the Event of Cancellation by Exhibitor; No-Show Policy

The rental charge for the exhibitor stand, will generally have to be paid for in full even if the exhibitor cancels his/her participation in at EARTE & MKTE after matchmaking goes live.

If the exhibitor cancels his/her participation but the full exhibition stand can be let to another exhibitor, EARTE & MKTE shall in this case be entitled to charge the exhibitor an amount equal to 30% of the rental charge originally charged for the exhibition stand as contribution to the costs incurred.

The full stand rental must be paid if EARTE & MKTE lets the agreed stand space to another exhibitor but the total area let or the amount of the stand rental is reduced by more than 25% as result of the cancellation.

Cancellation by Organizers due to Force Majeure and similar exceptional circumstances

"**Force Majeure**" is an external event that was unforeseeable at the time the Participation Agreement was entered into, has no business or personal connection to either of the parties and does not fall within the sphere of responsibility of either of them that cannot be prevented even with the utmost care that can reasonably be expected. This includes, but is not limited to the following events: natural catastrophes and consequential affects attributable to them, war, terrorist attacks, pandemics, endemic infections, disruptions causing interruptions or massive problems in transport systems, supply chains or telecommunications infrastructure. Force Majeure events also include (but are not limited to) the introduction of legal requirements (e.g. laws or regulations) or actions by public authorities or under public law for which the parties are not responsible, or strong warnings or recommendations from authorities in relation to it being impossible or not allowed to hold the event as planned.

In the event of Justified Exceptional Circumstances, which make it impossible or unreasonably difficult to hold the event in the planned scale or timeframe, EARTE & MKTE shall have the right to choose at its discretion, taking into account the interests of the exhibitor,

a) to either **cancel** the event, as a result of which EARTE & MKTE will lose its right to the Participation Fee and any Participation Fee already paid will be reimbursed without undue delay; however, the exhibitor will be required to pay cost of all services EARTE & MKTE has already incurred; or

b) to **postpone** the event to another period, in which case the Participation Agreement will apply to the new period unless the exhibitor objects within 14 days of receipt of the change notice. The Participation Fee will not change if the event is postponed. If the exhibitor objects to the postponement of the event, EARTE & MKTE shall lose its right to the Participation Fee and the Participation Fee already paid shall be reimbursed to the exhibitor without undue delay. However, the exhibitor will be required to pay cost of all services EARTE & MKTE has already incurred; or

c) to **reduce** the duration of the event or to end the event early if the event had already started when the event occurred, in which case the participation fee shall be prorated to the percentage duration taken by the event. However, the exhibitor will be required to pay cost of all services EARTE & MKTE has already incurred; or

to terminate individual Participation Agreement because one or more areas intended to be used for the event are no longer available for use, or the number of exhibitors has to be limited, in which case EARTE & MKTE will lose its right to the Participation fee and any Participation Fee already paid will be reimbursed without undue delay. However, the exhibitor will be required to pay cost of all services EARTE & MKTE has already incurred.

We look forward to seeing you at the **East African Regional Tourism Expo** and **Magical Kenya Travel Expo 2023**.

ASANTE SANA